



**American
Red Cross**

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News Release
NEWS RELEASE

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Red Cross Continues to Reduce Home Fire Deaths and Injuries

Efforts include installing smoke alarms and people practicing fire escape plans

Cambridge, MA., Monday, March 14th, 2016 – The American Red Cross home fire campaign continues in Framingham, MA and across the country to reduce deaths and injuries from home fires by as much as 25 percent over the next four years.

Seven times a day someone in this country dies in a fire. The Red Cross campaign focuses on joining fire departments and community groups nationwide to install smoke alarms in communities with high numbers of fires and encouraging everyone to practice their fire escape plans.

The Red Cross in partnership with **Framingham Fire Department** and the **Framingham Council on Aging** will be installing free photoelectric smoke alarms and carbon monoxide detectors in Framingham on **Saturday, April 9th, 2016** starting at **9 am**. The campaign's goal is to install smoke alarms in homes that need them and teach people about what they need to do now to be prepared should a fire break out in their home.

Residents should call the Council on Aging to register for the free installation: English speaking residents call: 508.532-5980; and Spanish speaking residents call: 508-532-5980 ext 4111.

Framingham single family and two family homeowners are eligible for this program if the home was built prior to 1975 and has not been remodeled or sold since 1993, or currently not for sale.

SIMPLE STEPS TO SAVE LIVES Even as the Red Cross and other groups install smoke alarms in some neighborhoods, they are calling on everyone to take two simple steps that can save lives: check their existing smoke alarms and practice fire drills at home,

There are several things families and individuals can do to increase their chances of surviving a fire:

- If someone doesn't have smoke alarms, install them. At a minimum, put one on every level of the home, inside bedrooms and outside sleeping areas. Local building codes vary and there may be additional requirements where someone lives.
- If someone does have alarms, test them today. If they don't work, replace them.
- Make sure that everyone in the family knows how to get out of every room and how to get out of the home in less than two minutes.
- Practice that plan. What's the household's escape time?

2015 SURVEY RESULTS: Many of those surveyed (41 percent) feel confident they can get out of a burning home in under two minutes. And most parents (64 percent) believe their children would know what to do if a fire occurred.

However, many of these families admitted they didn't take key steps to help keep their family safe. Only about half of the parents surveyed (52 percent) talked to their families about fire safety. Only 10 percent of families have actually practiced home fire drills. And only about a quarter of families (24 percent) have identified a safe place where family members can meet outside the home.

The survey also shows that Americans are engaging in unsafe behaviors that could result in home fires. More than a third of those surveyed (36 percent) admitted using candles when the power goes out instead of flashlights. And despite cooking being the leading cause of home fires, one in five (17 percent) have left cooking food unattended on the stove.

RED CROSS APPS People can learn how to help prevent a home fire and what to do if one occurs by downloading the [Red Cross Emergency App](#). They can use the app's Family Safe feature to help stay in touch with loved ones. Children can earn points and incentives in a fun, gaming environment while learning how to prevent a home fire and other emergencies in the [Monster Guard: Prepare for Emergencies App](#). The [First Aid App](#) provides expert advice including what to do for burns, broken bones, and breathing and cardiac emergencies. The apps can be downloaded for free in app stores or at redcross.org/apps.

WHAT PEOPLE CAN DO People can visit redcross.org/homefires to find out more about how to protect themselves and their loved homes from fire. To find the location of smoke alarm installation events or to become a volunteer, contact Raven Camera, at raven.camera@redcross.org.

People can help by donating to Red Cross Disaster Relief by visiting redcross.org, calling 1-800-RED CROSS or texting the word REDCROSS to 90999 to make a \$10 donation. Donations to Disaster Relief will be used to prepare for, respond to and help people recover from disasters big and small. We respond to nearly 70,000 other disasters every year, from home fires to wildfires and more. Learn more about how Disaster Relief donations have helped people affected by [previous disasters](#) including [home fires](#).

The national public opinion survey was conducted for the Red Cross July 27-29, 2015 using ORC International's Online CARAVAN omnibus survey. The study was conducted among a national sample of 1,130 American adults, including 311 parents of children aged 3-17. The total sample is balanced to be representative of the US adult population in terms of age, sex, geographic region, race and education. The margin of error for the total sample of 1,130 adults is +/- 2.92 percent. The margin of error for the sample of 311 parents is +/- 5.56 percent

About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

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